

# **USDA Foreign Agricultural Service**

# GAIN Report Global Agriculture Information Network

Required Report - public distribution

Date: 9/14/2004

**GAIN Report Number: MO4016** 

# Morocco **Exporter Guide Annual** 2004

# Approved by:

Michael J. Fay U.S. Embassy, Rabat, Morocco

Prepared by: Aziz Abdelali

# Report Highlights:

Morocco and the UNITED STATES will implement a Free Trade Agreement (FTA) that will provide U.S. agricultural exporters ample opportunities to increase exports to Morocco. Many U.S. agricultural products will benefit from substantial preferential access during the first year including products that have not traditionally enjoyed access to the Moroccan market.

> Includes PSD Changes: No Includes Trade Matrix: No **Annual Report** Rabat [MO1] [MO]

# **Table of Contents**

SECTION I.	MARKET OVERVIEW	
Current Eco	nomic Situation:	
Banking Sys	stem:	3
Key Demog	raphic Development:	4
	pending:	
Advantages	and Challenges	
<b>.</b>		
SECTION II.	EXPORTER BUSINESS TIPS	5
SECTION III.	MARKET SECTOR STRUCTURE AND TRENDS	6
High Value I	Products for Hotels, Restaurants, and Institutional (HRI):	
Export of Se	eafood Products to Morocco:	
Fast Food -	Franchising:	8
SECTION IV.	BEST HIGH VALUE PRODUCT PROSPECTS	
CECTIONIN	WEN CONTACTO AND FURTHER INFORMATION	1.0
	KEY CONTACTS AND FURTHER INFORMATION	
Morocco Im	ports, Millions of Dollars	14

#### SECTION I. MARKET OVERVIEW

The Kingdom of Morocco is located in the northwest corner of Africa a few miles away from Europe. It is a middle-income, moderate Arab and Muslim country. It was the first country to officially recognize the UNITED STATES over two hundred years ago and since then the relationship between the two countries has remained uninterrupted. It is the first African country to sign a free trade agreement (FTA) with the UNITED STATES.

Morocco has no proven oil reserves, but is blessed with large deposits of phosphate and some 2,200 miles of coastline on both the Mediterranean Sea and Atlantic Ocean, which makes fisheries a major component in the economy. Agriculture accounts for an average of 15 percent of the gross domestic product, and consists of a traditional rainfall-dependent sector as well as modern export-oriented production. Nearly three-fourths of Moroccan foreign trade is with the European Union. Morocco is mostly a bulk commodity market for the UNITED STATES, but there is plenty of room to increase sales of high value products from the UNITED STATES to Morocco, especially with the recently signed FTA.

The Morocco-US FTA is expected to be implemented by January 1, 2005. The agreement will allow the United States to recapture a significant market share in many traditionally traded commodities and to export for the first time many other commodities whose imports have been limited by the high import duties.

#### **Current Economic Situation:**

Morocco's economic growth fluctuates heavily with agricultural output, which is largely determined by rainfall. About 90 percent of Moroccan agriculture depends more or less on rainfall. In the past, growth has varied from 11 percent to minus 1 percent largely because of the lack of rainfall. In 2003, more favorable weather conditions resulted in an 18 percent increase in the value agricultural production, which boosted the economy as a whole by over 5.2 percent. Following good performance of the agricultural sector in 2004, the economy is likely to show positive signs. The non-agricultural sector grew by about 3.2 percent in 2003. Inflation has been contained at low levels during the last decade and reached a peak of 2.8 percent in 2002. In 2003, inflation declined to 1.8 percent partially because of higher agricultural output.

Remittances from over 2.3 million Moroccans working abroad (in Europe) and revenues from over 2.5 million tourists visiting Morocco each year help offsetting the negative trade balance. They help to replenish significantly the foreign exchange reserves at a record level - currently at over \$9 billion, which represents the equivalent of over 11 months of Morocco's imports. Also, the government is continuing its privatization policy, which results in significant income for the treasury. In the near future the government is expected to privatize some of its best agricultural land that has been under government control since the early 1970's.

Morocco has been liberalizing its economy and trade. Prices of virtually all consumer-oriented products are market determined. There is little government involvement in imports and processing of food products, especially consumer-oriented products. The sugar processing industry is where the GOM is involved the most, although all sugar beet and cane mills are scheduled to be privatized. The GOM completely phased out the subsidy for vegetable oil but it is still heavily subsidizing sugar and some wheat flour at the retail level to make them accessible to the low-income population.

#### Banking System:

The banking system is well developed and most banks are private and have correspondent banks in Europe and in the UNITED STATES. Foreign currencies are readily available to importers upon presentation of appropriate import documents. Although the use of Letters of Credit is common, many importers prefer to shift to use of payments against documents after the first few operations. Advance payments are prohibited by the current exchange regulations. The strengthening of the Euro against the dollar should put the U.S. exporters in a better position compared to their European counterparts.

# **Key Demographic Development:**

Morocco's population is about 30.1 million, of which half live in the rural areas. The population grows at about 1.5 percent and an estimated 55 percent of the population is less than 25 years old. The middle class is steadily increasing and the family size is becoming smaller (average of 3-4 children). The illiteracy rate is over 55 percent and is much higher in the rural areas. Islam is the prevailing religion. Arabic is the prevailing language and while Moroccans understand classical Arabic, they use mostly the local dialect that classical Arabic speakers may find hard to understand. French is the business language. Employment is on the top of the Government priority list, as the unemployment rate is about 20 percent in urban areas.

For the most part, Moroccan home cooking remains traditional, but change is coming, especially in large cities where there is a tendency for young families to adopt a western lifestyle. The number of women working outside the home is steadily increasing, which results in higher income for the family but also forces its members, when they can afford it, to turn to ready-for-use or semi-processed products instead of traditional, time-consuming, homemade products. This is particularly true in large cities such as Casablanca, Rabat, Marrakech, Fes, Agadir, and Tangier where distribution channels have shown a rapid development in recent years. Today, local producers and importers of consumer-oriented food products are able to deliver many new quality products to consumers in modern supermarkets.

#### **Consumer Spending:**

The bulk of the demand for consumer-oriented food products comes from large cities where the population with higher income and more modern lifestyle lives. It has been estimated that about 10 percent of the population (3 million) can afford to buy imported products and spend nearly 11 times more than the 10 percent of the population with the lowest income.

# **Advantages and Challenges**

Advantages	Challenges
Morocco has a FTA with US. Some products have instant significant preferential access. On the long term, duties for most products will be phased out	Geographical disadvantage (Spain is a few miles from Morocco) resulting in high U.S. shipping costs.
Local production fluctuates widely with the weather, which makes Morocco dependent on imports.	No direct shipping lines. Transit through Europe is necessary.
Many high value food products are not known to the Moroccan consumer, which means there is room for many new products.	French continues to be the predominant business language. Moroccan importers traditionally do business through European brokers and traders.

The local food industry is upgrading and becoming more demanding on quality and regularity of supply.	Many products that are common in the UNITED STATES are not known in Morocco.
Increasing middle class. Increasing number of women working outside	Limited purchasing power of the Moroccan population. An estimated 10 % of the population (3 million) is able to buy imported products regularly.
Fast developing modern distribution channels offering room to develop new branded products.	Traditional distribution networks are still predominant for many food products, especially in rural areas.
Western culture attracts youth.  FAS/USDA offers free trade servicing to exporters visiting Morocco.	Because of the relatively high customs duties for many products, the benefit of the FTA will be tangible only in the medium and long terms.
American products are synonymous with quality in many cases.	Lack of knowledge about U.S. supplies, industry, standards, and grades.

## **SECTION II. EXPORTER BUSINESS TIPS**

- Most importers are located in Casablanca and imports by containers are mostly done through the port of Casablanca.
- For food standards and regulations, including food labeling see the Attaché report: Food and Agricultural Imports Regulation and Standards Report (FAIRS) MO4012 at <a href="http://www.fas.usda.gov/scriptsw/attacherep/default.asp">http://www.fas.usda.gov/scriptsw/attacherep/default.asp</a>
- In all major ports and airports, the Ministry of Agriculture has one-stop shops for importers to clear all kinds of imported agricultural products. To clear Customs, importers are required to present a sanitary certificate for all animal food and fresh fruit and vegetable products they import. A local laboratory analysis done by official laboratories may also be required to clear customs, especially for new and unfamiliar imported products.
- Often Moroccan importers are not familiar with products that are common in the UNITED STATES. Also, many importers are not used to U.S. grades, standards, and U.S. appellations. Exporters are advised to provide pictures, brochures, or even samples to Moroccan importers. Many local importers require samples before making any purchase commitments.
- Moroccans use only the metric system for measurement.
- Although an increasing number of Moroccan importers can communicate in English, French is still the predominant business language. Exporters with French capabilities or

French written promotional materials will definitely have an advantage in dealing with importers.

- Imports and distribution of food and beverage products in Morocco are handled both by regular importers but also by importers who work on an occasional basis. Regular importers market their products through their own sales force (typically to hotels, supermarkets, wholesalers) and through independent well-established wholesalers (in case of small shops, restaurants). U.S. exporters interested in selling consumer-ready food or beverage products should find a local importer to access the retail market. Importers normally have in-depth knowledge of specific importing procedures.
- Telecommunications are generally adequate. Internet and email are available in most hotels and "Cyber Café" shops throughout Morocco. Phone calls from hotels can be excessively expensive but cell phone and refillable phone cards can be purchased locally.
- The holy month of Ramadan is not a holiday but business slows down significantly because Muslims fast during the day. Most restaurants close during this month, alcohol is not served and people are not allowed to smoke during the day. Exporters should try to concentrate their meetings in the morning. Surprisingly, consumption of some products (such as honey, sugar, butter, vegetable oil, dairy products, etc.) increases during Ramadan. This year, Ramadan starts October 14/15.
- Customs duties: Typically, imported food goods are subject to an ad valorem import duty of 50 percent, a 0.25 percent ad valorem Export Promotion Tax, and in most cases a Value Added Tax (VAT) computed on top (from 0-20 percent). As an example, a typical consumer-oriented product is subject to the following when imported into Morocco:

If the original value CIF & port charges is:	100.00 dirhams	
Ad valorem import duty	50.00 percent	
Value at	fter import taxes:	150.00 dirhams
VAT at 20% of 150 dirhams	30.00 dirhams	
Total after customs	180.00 dirhams	
Export Promotion Tax (0.25%)	0.25 dirhams	
Final value (all taxes	180.25 dirhams	

#### SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

The limiting factor to the increase in demand for consumer-oriented products is the low income combined with the current high duties on imported food products.

In spite of the major changes in distribution channels over the last few years, the retail food outlets in Morocco continue to be dominated by a large number of small grocery stores. It has been estimated that 90 percent of the food retail stores are less than 225 square feet large. The number of supermarkets has been increasing considerably in recent years and more are under construction, especially in large cities. Today, in addition to the estimated 200 small supermarkets (2 registers, 1000 ft² - 3500 ft²) there are about 40 large supermarkets, of which 20 are large and comparable to large supermarkets in the UNITED STATES. All supermarkets are privately owned and some have been opened by multinational chains or as a joint venture with Moroccan investors. Also, over the last few years a number of modern self-service retail outlets, including convenience stores, opened in major cities and this trend is likely to continue in the future.

Importers still play a major role in the introduction, marketing, and distribution of imported foods throughout the country. Except for the two largest supermarket chains that, in addition to buying from importers, have also been importing directly through their buying platforms in Europe, all supermarkets get their products either directly from importers or from wholesalers. It is not uncommon that importers are also wholesalers. Many importers prefer direct contact with suppliers as they feel that middlemen complicate transactions, lower profits, and could work with competitors. Most Moroccan importers like to buy on samples. Internet sales are virtually non-existent for food products.

Moroccans are regularly exposed to Western culture in their daily life, especially through television (an estimated 1 million TV satellite dishes). Thus, the steady Western influence on Moroccan lifestyles is expected to result in even higher demand for consumer-oriented products in the future.

U.S. exports of consumer-oriented products will continue to be dampened by the high freight costs and length of shipping time resulting from the lack of direct shipping lines between Morocco and the UNITED STATES. The small size of the Moroccan market can be partly serviced through consolidated shipments from the UNITED STATES but it will continue to favor small shipments from neighboring countries (Europe).

The Moroccan food industry is dominated by a large number of small family enterprises that average less than 50 employees. The government still owns some food processing units such as sugar processing mills, and alcoholic beverage manufacturers. Moroccan processed food exports are mostly processed and canned fruits and vegetables, and processed fish, including canned fish.

# **High Value Products for Food Processing Sector:**

The UNITED STATES has a greater potential to export semi-finished products and products for industrial uses such as milk powder, cheese, processed nuts, and other ingredients. Although local processors have improved and diversified significantly their production over the past few years, the range of products they are putting on the market is still very small and is unlikely to fulfill all the demand. The local producers are becoming more quality-conscious; U.S. suppliers can play a major role in fulfilling the demand for regular quality products. Most food processors purchase their ingredients from well-established importers or from local agents of multinationals. Very few large processors purchase their ingredients directly from exporters abroad. Thus, U.S. exporters are advised to go through local suppliers of ingredients to be able to use their distribution network. The local industry is committed to develop further in the future to withstand stiffer competition. Many local producers (biscuit plants, confectioneries, canneries, etc.) have started offering a new range of products to maintain their market share and compete with imported products.

#### High Value Products for Hotels, Restaurants, and Institutional (HRI):

Morocco receives some 2.2 million tourists, mostly from Europe but also from the UNITED STATES. The GOM has committed to an ambitious plan to reach 10 million tourists by 2010, and large modern hotels are popping up throughout the country, which is expected to boost the demand for food packaged for services. In addition, the annual (July-August) visit of 2.5 million expatriate based in Europe boosts consumption significantly, especially in the tourism sector.

Although there are over 550 graded hotels in Morocco, the potential market for U.S. consumer-oriented products consists essentially of some 50 upscale hotels (5 stars) concentrated mostly in Agadir, Marrakech, Casablanca, Rabat, and Fes, about 25 tourist villages and clubs, and over 103 hotels graded as 4 stars. Other hotels target lower income customers and don't offer regularly imported food and beverages to their clients. Most hotels purchase their food products from local distributors that are also in some cases importers. U.S. suppliers should try to work with these distributors to enter this market, as

hotels and hotel chains managements are rarely willing to get involved in import operations because of the small volume involved.

In addition to Moroccan, Asian, and other specialty restaurants, there are less than 150 Western-style restaurants in Morocco that do or may potentially use imported products on a regular basis. Most of these restaurants buy directly from local distributors/importers because of the low volume involved. U.S. exporters are strongly encouraged to go through the established importers that have their own sales forces.

## **Export of Seafood Products to Morocco:**

Although Morocco is a net exporter of fish products (over \$600 million), there is a window for some U.S. seafood products especially that under FTA most fish products will be exonerated from customs duties. The demand should come mostly from the upper class hotels and restaurants located in major cities. The per capita consumption of fish is low in Morocco and consists mostly of fresh low-priced pelagic species such as sardines. Inadequate distribution channels have been a major limiting factor to increased fish consumption. Thus, few importers have appropriate facilities and refrigerated trucks to supply frozen food to supermarkets. Also, few supermarkets have equipment to handle and exhibit frozen or refrigerated fish. It is estimated that less than 40 percent of Moroccan families have refrigerators at home.

New exporters are advised to work closely with already established frozen food importers that are also distributors to use their distribution network and experience. The volume of seafood used by hotels and restaurants remains relatively small and thus it is still more beneficial for them to purchase from local distributors. U.S. suppliers can work closely with the local distributor to carry on promotional activities in selected hotels, restaurants, and supermarkets.

#### Fast Food - Franchising:

American fast food outlets have been some of the most successful businesses in Morocco in recent years. For example, McDonald's, Pizza Hut, Domino's Pizza, Kentucky Fried Chicken have all opened during the past 10 years. More outlets are scheduled to open in the near future in response to the higher demand for quality, "Western type" food. The rapid growth in the sector stems from major economic changes in Morocco, including economic growth, higher disposable income, and the increased number of women working outside homes. The development of U.S. fast food outlets in Morocco has resulted in an increase of imports of food ingredients, including from the UNITED STATES, that the local industry is unable to provide on a regular basis. The US-FTA will increase this opportunity since many food ingredients (cheese, nuggets) will have significant preferential access to the Moroccan market.

# SECTION IV. BEST HIGH VALUE PRODUCT PROSPECTS

The Morocco-US FTA has provisions by which duties levied against US agricultural products will eventually be phased out for most agricultural products. For many products, the preferential access will be significant to warrant increased trade in the medium term.

Product Category	2003 Market Size*	2003 Imports**	5 Year Average Import Growth	Import Tariff Rate ad valorem	Key constraints Over Market development	Market Attractiveness for USA
Beef		< 500 MT mostly hamburger patties. No beef cuts have been imported because of prohibitive tariff	1 %	275 %. US has a TRQ with a preferential tariff of 45 % initially phased out in 5 years	Morocco never imported US beef. Lack of knowledge of US beef by end users.	US can export at preferential rate 4,000 MT of high quality beef and 2,000 MT quota for standard beef. The in quota tariff is significantly lower and will be phased out completely in 5 years.
Poultry		1,500 MT to 2,000 MT of de-boned, hashed, Frozen, Turkey meat	3%	Too high (124%)to allow any significant imports in the past	High duties (124%). Consumers not used to buy frozen chicken.	US can export 4,000 MT of chicken leg quarters and wings at preferential rate (60 %).
Fresh Apples and Pears Red and Golden Delicious, Fuji	300,000 MT	4,216 MT	Up to 7,000 MT in 1998	53.5%	Stiff competition from France, Spain, and chilie.	Provision for 2,000 MT duty free quota under FTA. For export from February through May. Niche for high quality apples not produced locally.
Dairy Products Skimmed milk, butter, cheese, and whey) including for food processors and HRI.	30,000 MT butter. Milk Powder 40,000 MT	Butter 30,000 MT. Milk Powder 13000 MT. Cheese 5,000MT. Whey 1,000MT.	15 % for all.	Butter 32.5% Milk Powder 60% Whey 17.5% Cheese 75%.	EU has Tariff Rate Quota.	Relatively large market size. Also fresh milk during Ramadan to cover shortage. US whey products and cheese pizza will enter duty free under FTA. Duties on other cheese down in 5 years.
Dry Fruits and Nuts (Raisins, Almonds, Prunes, Pistachios, apricots, and walnuts) Including semi-processed almonds for HRI/services	NA	4,000MT Dried raisins. 1,500MT Prunes. 1,000MT Almonds,	35 % for dried raisins. Prune import depends on local crop	50 to 53.5%	Price. US exporters not active in this market.	Under FTA US had duty free access for pistachios and pecan seed. For other nuts duties go down in 8 to 10 years.  Moroccan importers are eager to buy from US. Some interested in branded products, other not.
Pulses (Eston type lentils, white kidney beans, chickpeas, green split peas) A peak of demand for lentils and chick peas during Ramadan	A total of 80,000MT	14,000 MT	Varies with size of local production Imports in year 2000: 77,000 MT	50 %	Price is key. Very small quantity is sold packaged.	Large volumes especially in drought years when local production is down.
Canned Fruit and Vegetables Canned mushrooms, canned corn, canned pineapple, canned mixed fruit, etc) Including for HRI	15,000 MT	5,150 MT	3%	50%	Price and regular supply. Some importers are after branded products	Demand for HRI is increasing.
Popcorn Large bags but also more recently some interest for microwave popcorn	*1500 MT	1500 MT	2%		Competition from Argentina	Good image of U.S. popcorn
Honey	*30000	1,216 MT	3 %	50 %	Spain is a major	Used extensively and

Peak demand during Ramadan Barrels and 2-5lbs packaging.	MT	honey			supplier.	traditionally for Moroccan cookies.
Sauces and Condiments including for HRI	1,000 MT	800 MT	Slow growth in retail sales. Potential for HRI	50%		Already selling. U.S. origin enjoys good reputation. Soy sauce will be duty free from the US under FTA.

<sup>\*</sup> Estimated. \*\* Using Moroccan Trade Data

# SECTION V. KEY CONTACTS AND FURTHER INFORMATION

The Office of Agricultural Affairs at the American Embassy in Rabat provides trade servicing and information about the Moroccan market. The free service provided by this office includes providing market briefings, market tours, lists of importers, setting up agendas and meetings, hotel reservations, and in some cases providing translations and transportation.

# **U.S. Embassy / USDA - Foreign Agricultural Service Contacts:**

Mr. Michael FAY, Agricultural Attaché <u>Email: Michael.fay@usda.gov</u>
Mr. Aziz ABDELALI, Agricultural Specialist <u>Email: Aziz.Abdelali@usda.gov</u>

Phone: (212-3) 776-2265 Fax: (212-3) 776-5493

US Address: American Embassy, Rabat - PSC 74, Box 002, APO AE 09718

Local Address: 2, Avenue Ahmed El Fassi, Rabat, Morocco

#### **Local Contacts:**

Head of Plant Protection, Food Control

Directeur, Protection Vegetaux, Control Technique et Repression des Fraudes

Ministere de l'Agriculture et du Developpement Rural

Station Dbagh, Avenue Hassan II, B.P. 1308, Rabat, Morocco

Phone: (212-3) 729-7543/729-7545 Fax: (212-3) 729-7544 MINISTRY OF AGRICULTURE, PLANT PROTECTION, FOOD REGULATION

Head of Livestock Division

Ministere de l'Agriculture, du Developpement Rural Rue Abderrahman El Ghafiqui, Agdal, Rabat, Morocco

Rue Abuerraninan Er Ghanqui, Aguar, Rabat, Morocco

Phone: (212-3) 777-0825/777-0813 Fax: (212-3) 768-2049

MINISTRY OF AGRICULTURE, ANIMAL HEALTH & SANITARY REGULATION

Ministere de l'Economie et des Finances - Direction des Douanes

Hay Ryad, Rabat, Morocco

Phone: (212-3) 771-7800/771-7801 Fax: (212-3) 771-7814/771-7515

Website: <a href="http://www.douane.gov.ma">http://www.douane.gov.ma</a>

CUSTOMS OFFICE, TAX, CUSTOMS DUTIES

Office des Foires et des Expositions de Casablanca (OFEC)

Phone: (212-2) 265098/222813 Fax: (212-2) 226-4949

11, Rue Jule Mauran, Casablanca, Morocco

Email: <a href="mailto:foire@ofec.co.ma">foire@ofec.co.ma</a>
Website: <a href="mailto:www.ofec.co.ma">www.ofec.co.ma</a>
FAIR, SHOWS, FOOD SHOWS

#### Hotels:

Hotel Sheraton-Casablanca

Phone: (212-2) 231-7878/243-9494

Fax: (212-2) 231-5136/231-5137 Avenue des F.A.R., Casablanca, Morocco

Hyatt Regency-Casablanca Phone: (212-2) 226-1234 Fax: (212-2)220-4446 Avenue Hassan II, Casablanca, Morocco

Hotel Royal El Mansour Phone: (212-2) 231-2112 Fax: (212-2) 231-4818 Avenue des F.A.R., Casablanca, Morocco

Holiday Inn Crown Plaza Phone: (212-2) 229-4949/229-3434 Fax: (212-2) 229-3029/229-3035 Avenue Hassan II, Casablanca, Morocco

# Food Shows / Promotion Opportunities:

# **CASABLANCA AMERICAN CAFÉ:**

Prime opportunity to exhibit U.S. high-value foods and meet one-to-one with Morocan food importers and distributors in Morocco. The show is sponsored and organized by USDA. The Moroccan attendees are carefully selected and consist strictly of importers, food brokers, distributors, hotel and restaurant managers, suppliers of institutions, etc. In conjunction with this exhibition, the Agricultural Affairs Office organizes a market tour for U.S. exporters. For more information call the Agricultural Attaché's Office in Rabat (212-3) 770-1135 or Email:

AgRabat@usda.gov or Aziz.Abdelali@usda.gov

#### Workdays / Hours:

- Working days in Morocco are Monday through Friday.
- Morocco is on Greenwich Mean Time (GMT).
- Typically, working hours are 8:30-12:00 and 2:30 pm 6:30 pm.

  On Fridays (the prayer day), administration and some private companies' working hours are: 8:30-11:30 and 3:00 pm 6:30 pm.
- Visits during August should be avoided because many businesses close for vacation.

### Holidays:

Religious holidays follow the lunar calendar and thus move back 11 days every calendar year.

Below are Moroccan holidays for the coming year:

October 14/15-Nov. 13-14 Ramadan (Fastening Month But Not Holiday)
November 14/15,2004 Aid El Fitr (End of Holy month of Ramadan)
November 18, 2004 Moroccan Feast of Independence

January 18, 2005 Aid Al Adha (Feast of Lamb/Pilgrimage) February 13, 2005 Moharem (First Moslem New Year)

May 1<sup>st</sup>, 2005 Moroccan Labor Day

April 19, 2005 Aid Al Mouloud (Prophet's birthday)

July 30, 2005 Feast of the Throne

August 21<sup>st</sup>, 2005 Youth Day (King's Birthday) November 6, 2005 Green Marche Anniversary

Table A: Key Trade & Demographic Information

Agricultural Imports From All Countries (\$Mil.) / U.S. Market Share (%)	1,721	7.5
Consumer Food Imports From All Countries (\$Mil.)/US Market Share (%)	168	1
Edible Fishery Imports From All Countries (\$Mil.)/US Market Share (%)	14	0.5
Total Population (Millions) / Annual Growth Rate (%)	30	1.5
Urban Population (Millions) / Annual Growth Rate (%)	16	1.5
Number of Major Metropolitan Areas (a)	11	
Size of the Middle Class (b) (Millions) / Growth Rate (%) (b)	3	2.0
Per Capita Gross Domestic Products (\$U.S.)	1,451	
Unemployment Rate (%)	20	
Per Capita Food Expenditures (\$U.S.) (C)	320	
Percent of Female Population Employed	25	5.8
Indicative Exchange Rate (US \$1 is:)	9.50 di	rhams

<sup>(</sup>a) Population in Excess of 500,000(b) Estimated Population than can regularly purchase imported food products.

<sup>(</sup>c) AgAtt Estimates.

**Table B: Consumer Food & Edible Fishery Products Imports Morocco Imports, Millions of Dollars** 

	Imports from the World		Imports from the UNITED STATES			U.S. Market Share (%)			
Calendar Year	2000	2001	2002	2000	2001	2002	2000	2001	2002
CONSUMER-ORIENTED AGRIC. TOTAL	168	210	240	3	3	1	2	1	1
Snack Foods (Excl. Nuts)	7	9	12	1	1	0	1	0	0
Breakfast Cereals & Pancake Mix	1	1	2	0	0	1	0	0	2
Red Meats, Fresh/Chilled/Frozen	2	1	2	0	0	1	0	0	0
Red Meats, Prepared/Preserved	1	1	1	0	1	0	0	6	0
Poultry Meat	1	1	2	1	1	1	1	0	2
Dairy Products (Excl. Cheese)	63	84	85	1	1	1	1	1	0
Cheese	7	9	11	0	0	1	0	0	0
Eggs & Products	1	1	1	1	0	0	0	0	0
Fresh Fruit	8	15	20	1	1	1	0	0	0
Fresh Vegetables	14	15	19	1	0	0	0	0	0
Processed Fruit & Vegetables	9	11	11	1	1	1	3	1	1
Fruit & Vegetable Juices	2	2	4	1	1	1	1	0	1
Tree Nuts	2	1	2	1	1	1	6	13	5
Wine & Beer	4	4	5	1	1	1	18	2	0
Nursery Products & Cut Flowers	6	7	11	1	1	1	4	1	1
Pet Foods (Dog & Cat Food)	1	1	1	0	1	1	0	2	3
Other Consumer-Oriented Products	38	44	53	1	1	1	2	3	1
FISH & SEAFOOD PRODUCTS	7	8	12	1	1	1	0	0	0
Salmon	1	1	1	0	0	0	0	0	0
Surimi	1	1	1	0	0	0	0	0	0
Crustaceans	3	2	3	0	0	0	0	0	0
Ground fish & Flatfish	1	1	2	0	0	0	0	0	0
Mollusks	1	1	1	1	1	0	39	22	0
Other Fishery Products	4	5	7	0	0	1	0	0	0
AGRIC. PRODUCTS TOTAL	1630	1629	1702	195	144	149	12	9	9
AGRIC., FISH & FORESTRY TOTAL	1829	1816	1935		144	149	11	8	8

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

Table C: Top 15 Suppliers of Consumer Food & Edible Fishery Products Morocco Imports (Millions of Dollars)

Consumer Oriented Agric. Products				Fish &	Seafoo	d Produ	icts
Calendar Year	2000	2001	2002		2000	2001	2002
France	40,053	43,553	44,987	Spain	1,819	3,523	4,304
Spain	18,136	23,860	34,219	Netherlands	2,616	1,899	2,768
Netherlands	14,378	24,055	20,887	France	666	610	839
New Zealand	17,684	12,352	15,665	Belgium	438	487	566
Tunisia	6,192	10,265	12,514	Mauritania	-	-	561
UK	7,768	7,029	10,749	Ireland	10	-	511
Germany	6,719	7,499	9,611	Argentina	274	439	396
Ireland	4,635	10,836	7,594	Norway	214	218	348
Denmark	2,262	2,350	7,537	Italy	100	6	312
Belgium	6,375	4,395	6,685	UK	121	72	194
Australia	6,647	4,437	6,424	Indonesia	85	54	158
Iran	3,675	3,927	6,409	Peru	18	-	158
Italy	3,193	4,302	5,379	Chile	269	238	127
Finland	1,938	3,762	5,007	Iran	109	1	47
China	2,655	2,242	4,147	Yemen	-	-	46
Other	25,833	44,751	42,531	Other	681	621	332
World	168,152	209,641	240,378	World	7,420	8,170	11,668

Source: United Nations Statistics Division